QuickTime Media Skins

Session 707

QuickTime Media Skins

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SKINS BABY!

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Zentropy Partners

- Z:P was founded in 1995
- Z:P is one of Adweek's Top 10 Interactive Services Firm
- Z:P has 6 offices on 3 continents
- Z:P has 480 employees worldwide, 103 in the Los Angeles headquarters

We Began With Demos

Our History With Skins

Yesterday:

- Branding and marketing experiences

Today:

- Desktop applications
- Destination applications
- Online Branded Channels Prototyping ITV

Case Studies

- Reebok Experts Network

- Nautica TV

Reebok Experts Network—Case Study

Project:

- To create Flash feature pages for eight of the master trainers
- Custom page development for each trainer
- Content:
  - Images/photos
  - Video
  - Voiceover
  - Background audio
  - Animation
  - Philosophy/Mission Statement

Reebok Experts Network—Case Study

Objectives:

- More interactive
- Set Reebok apart from its competitors and positioning
- Reebok as a leader in “Entertainment Branding”

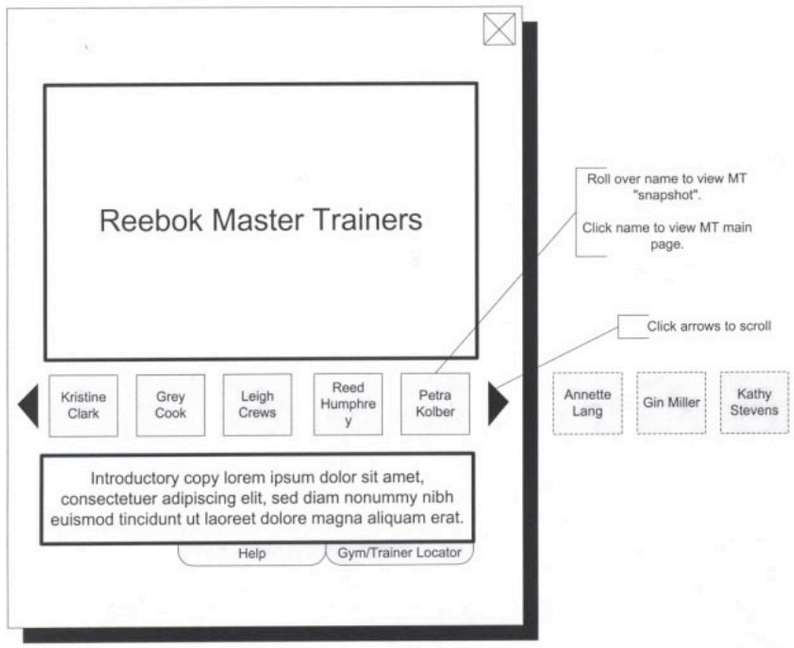
Solution:

- Building a Master Trainer Skin to house all the assets

User Experience

Reebok Master Trainer Skins
Page Architectures 2.0

1. Master Trainer Home Page



This diagram is intended to convey information display elements only and is not intended to represent final graphic design or copy.

- This is the first screen a user will see when they open the MT skin.
- The user can scroll through the list of Master Trainers, using the left/right arrows.
- The user can select a Master Trainer to view by clicking on their name.
- The user can preview MTs by rolling over their names. This causes a "snapshot" of information to appear in the primary and secondary content wells.

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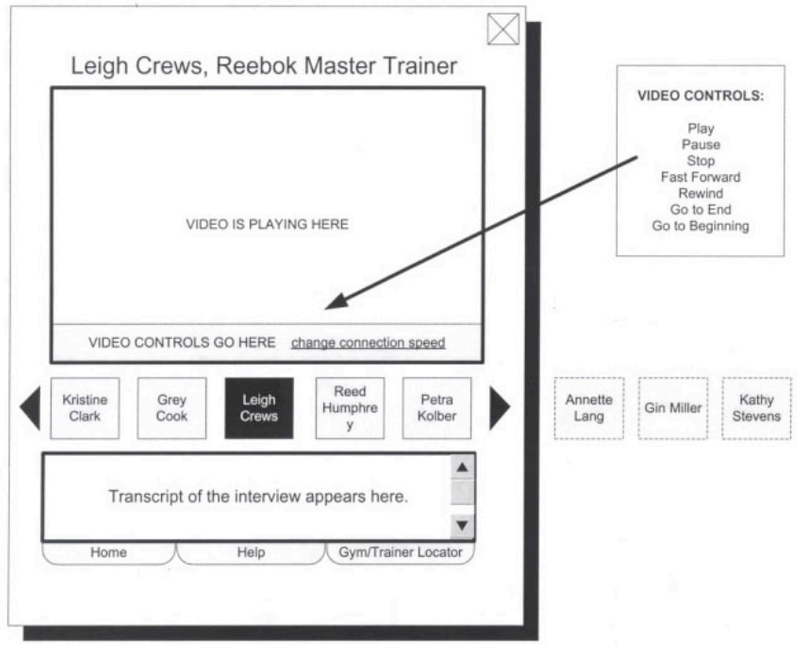
Reebok Master Trainer Skins
Page Architectures 2.0

5. Interview Detail



This diagram is intended to convey information display elements only and is not intended to represent final graphic design or copy.

- When the video clip is playing, video controls and a link to change connection speed appear in the primary content well.
- A text transcription of this clip appears in the lower content well.
- When the clip is finished playing, the asset selection screen (page architecture #4) automatically loads in the primary content well.

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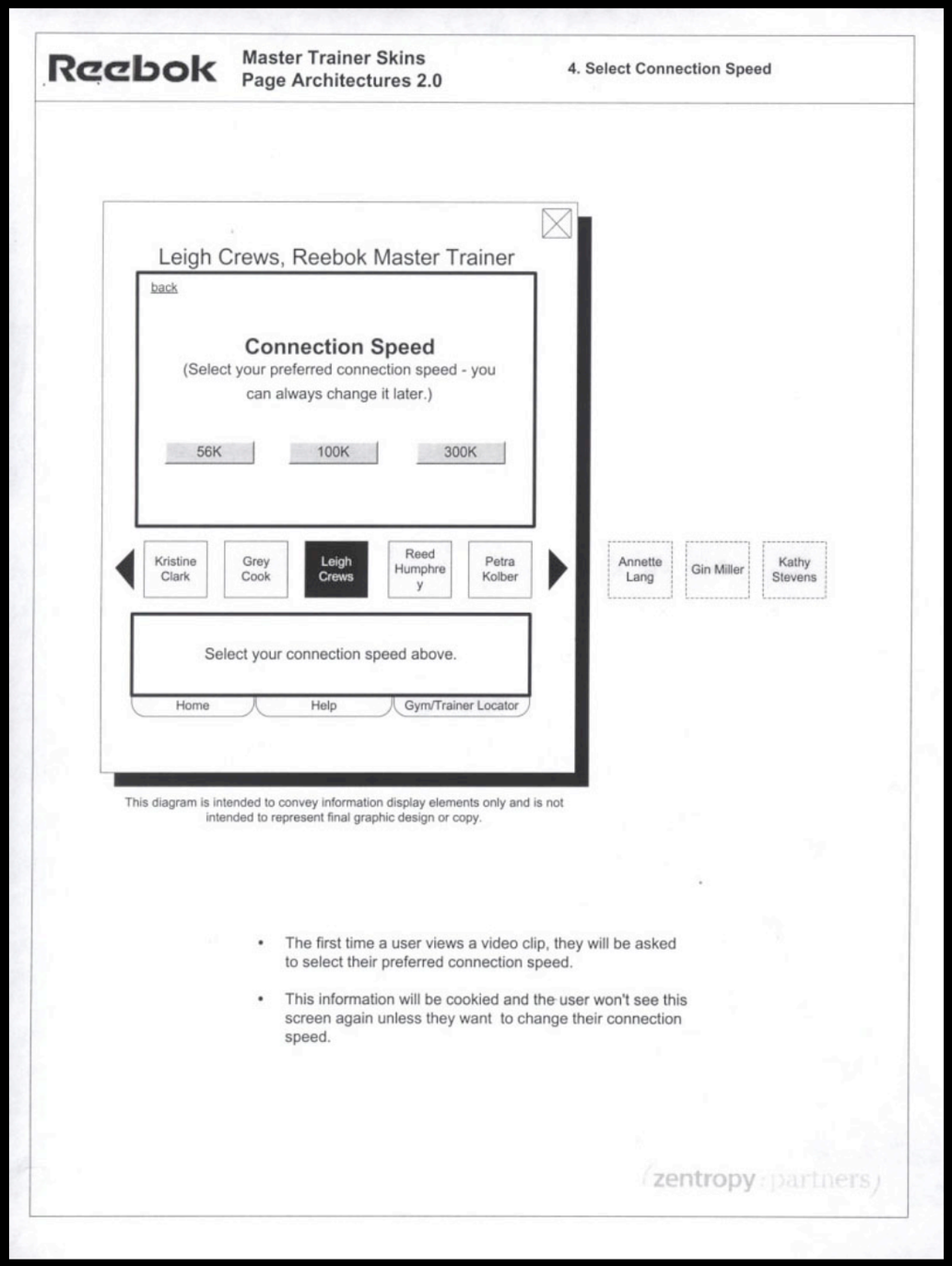
User Experience



- The first time a user views a video clip, they will be asked to select their preferred connection speed.
- This information will be cookied and the user won't see this screen again unless they want to change their connection speed.

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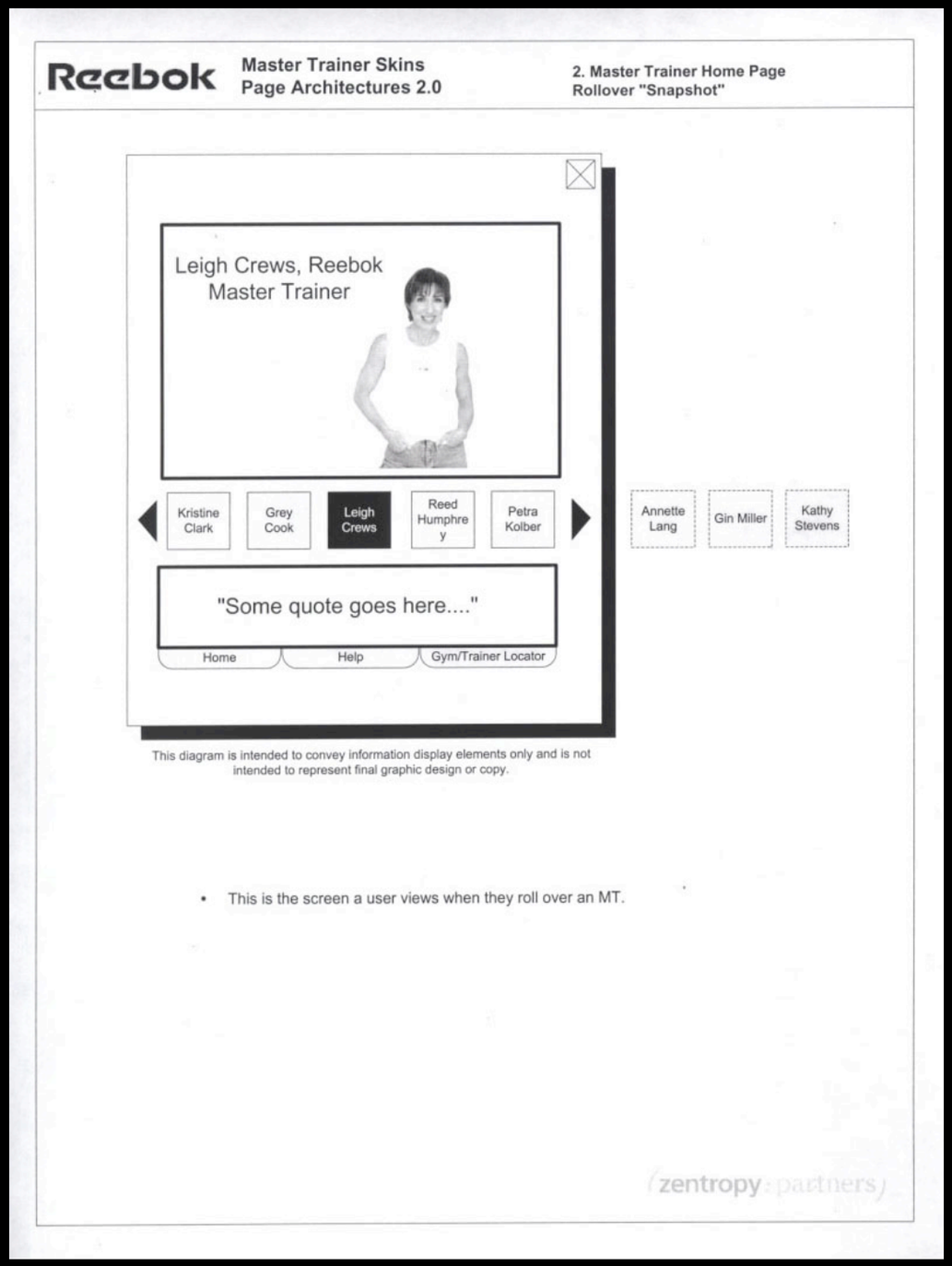

- This is the screen a user views when they roll over an MT.

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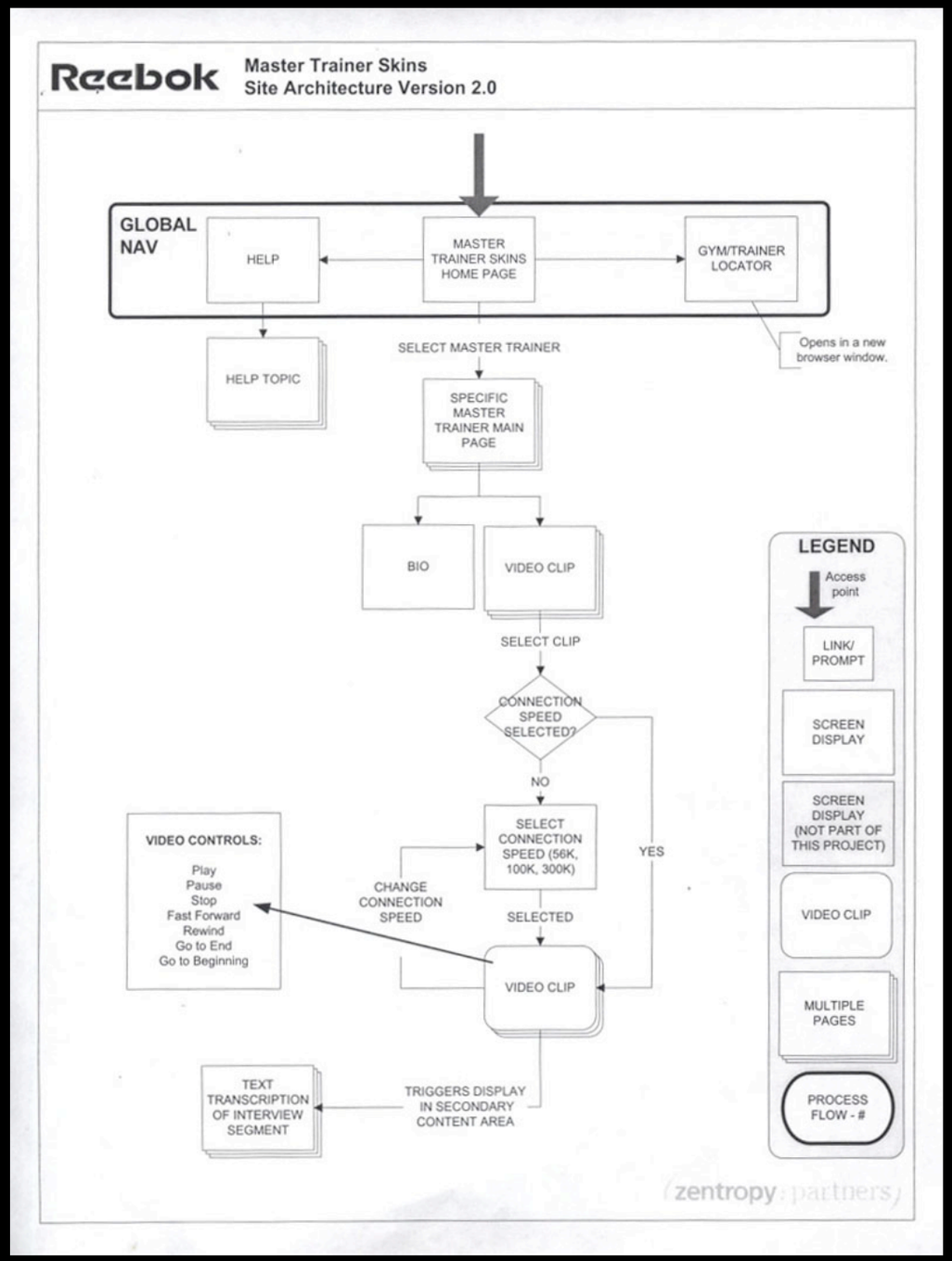
Final Execution



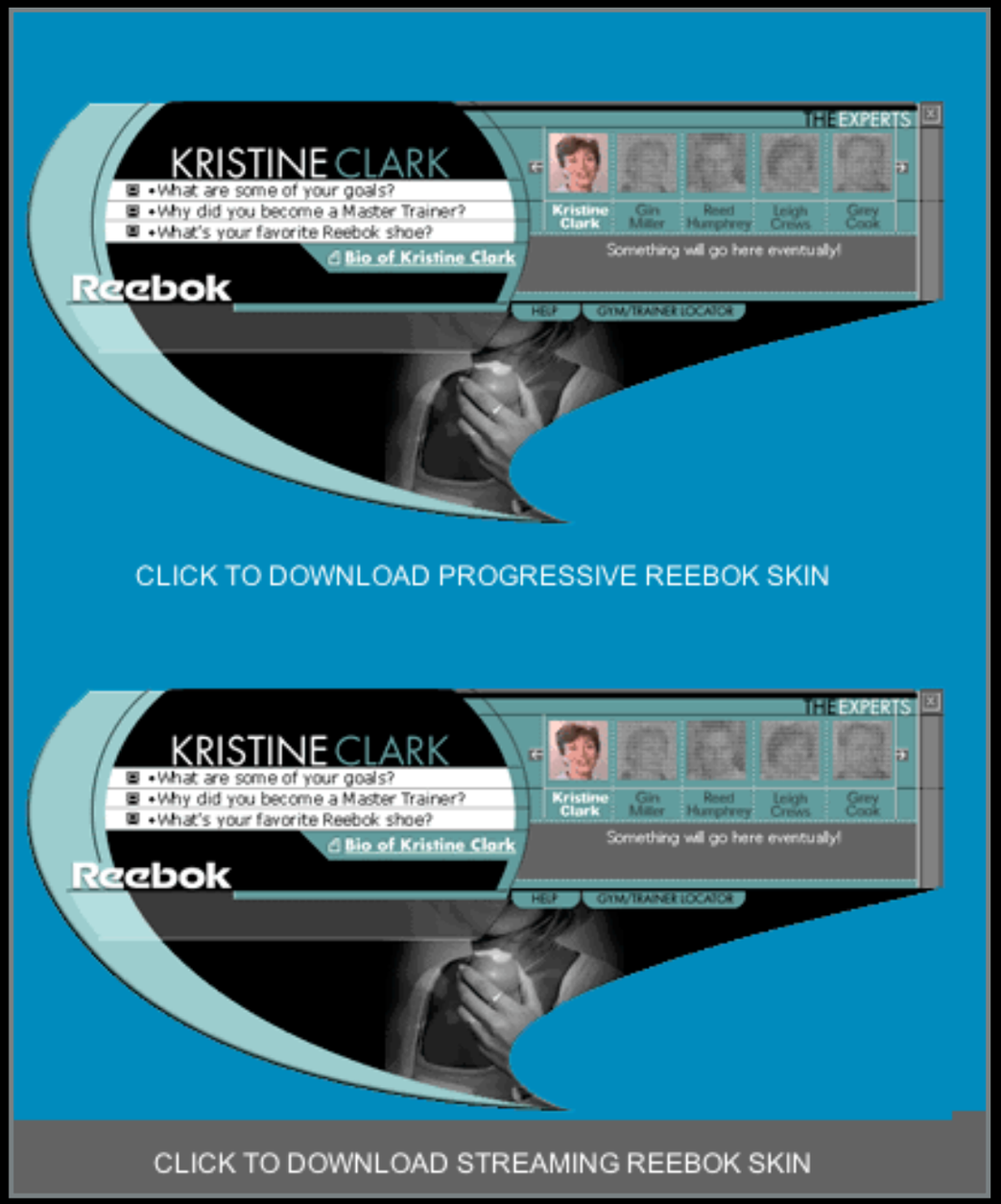
Demo

Clients Request Versus Knowledge

- Client requested a streaming experience

BUT

- Best practices recommended a progressive download experience
- Programming challenges with the streaming version
- Built two versions



Lessons Learned

- Lessons learned
- Best practices for video, rich media, new TechBuild
- More QA in the production process
- Client reviews

BEST PRACTICES

PROGRESSIVE (HTTP)	STREAMING (RTSP)
Short content	Longer content
Sharper frame presentation	Live events
Low bandwidth connections	Web-casting
Low cash outlay	Copyright protection

Demo

ZP Process

The ESEEE PROCESS

New Technology Still Has to Follow Traditional Process

All projects, even new technology, needs to:

- Honor the brand
- Honor the creative brief
- Provide stats, metrics, context for the client
- Work team to satisfy the projects goals
  - Creative—Art Director, Copywriter
  - CIA—Consumer Insight, Analytics
  - Experience Architecture (UI)
  - Technology
  - QA

Questions to Ask:

- What was the original business concept that launched the product or technology concept?
- What business value was it designed to impart?
- What is the ROI?
- Has it proven successful?
- Why or why not?

Nautica NS/83 TV Case Study

Objectives:

- Nautica asked Zentropy Partners to design and build a robust site with the following objectives on mind:
  - Combine all Nautica brands, the denim guide, retail locators, consolidated events, and their brand extensions under one destination site
  - Feature the Nautica Store at Rockefeller Center in New York City
  - Collect emails to develop a more robust user database

Nautica NS/83 TV Case Study

Solutions:

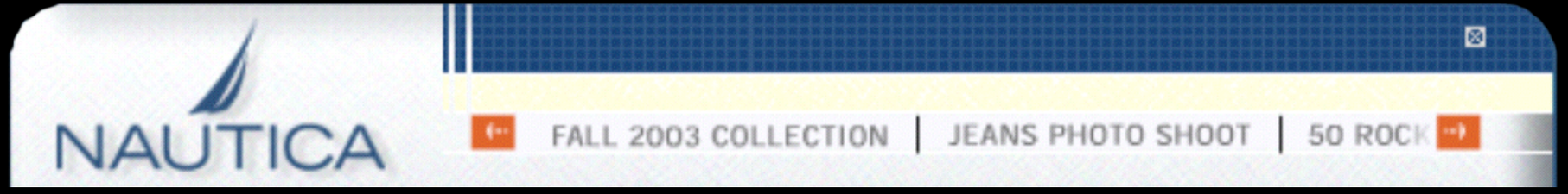
- ZP consolidated branded content that Nautica had in multiple locations online into one channel called “NS|83 The Nautica Magazine”
- ZP built "NS|83 TV", a customized QuickTime movie player, to serve as NS|83 Magazine's video channel to feature Nautica video highlights
- ZP included a registration box on the homepage to encourage users to submit their email address

Results:

- Collected 8,533 emails in two months after launch

Build a Scalable Application

- Continuously add new content with flexible Flash navigation



Demo

Leverage Press Opportunities

- Quicktime marketing opportunities

- Press releases that leverage new content

"Always fresh with content at minimal expense, this unique approach enables a narrowcast experience, measurable viewership and new look into an entertaining way to deliver value to our client Nautica"

Steve Woolford
World Wide Managing Director, Zentropy Partners

What Is ZP Into Right Now?

- Solutions
  - Branding, conversion, data collection
  - Retention tools
- DESKTOP APPLICATIONS
- Tracking
  - Everything needs to be measurable
- Interactive and immersive!!!
  - Prototypes of ITV

The Future

- GM is looking for a cross-shopping tool

The Hire EFE
Enhanced Film Experience

Mark Sandau
Interactive Creative Director
Carmichael Lynch
msandau@clynch.com

Session Outline

- "The Hire" case study
- Overview and objectives of the project
- Creating the interface
- Execution of the ideas
- Success
- Dynamic player

What You Will Learn

- How we used the clients brand and message to develop an engaging experience
- Our process of interface design
- A few tricks we learned
- Our method of distribution

“The Hire” History

bmwfilms.com

- Two seasons of short films
- Eight films in total
- Each film is about “the driver”
- Different director for each film

SANTA MONICA

2038 BROADWAY
CA 90404
T. 310.315.7233
F. 310.315.7239

BMW

:30 CINEMA TRLR
version 1

9/03/02

The Directors

- John Frankenheimer
- Ang Lee
- Wong Kar-Wai
- Guy Ritchie
- Alejandro Gonzalez-Iñarritu
- John Woo
- Joe Carnahan
- Tony Scott
- David Fincher—Executive Producer, first season

Distribution of the Films

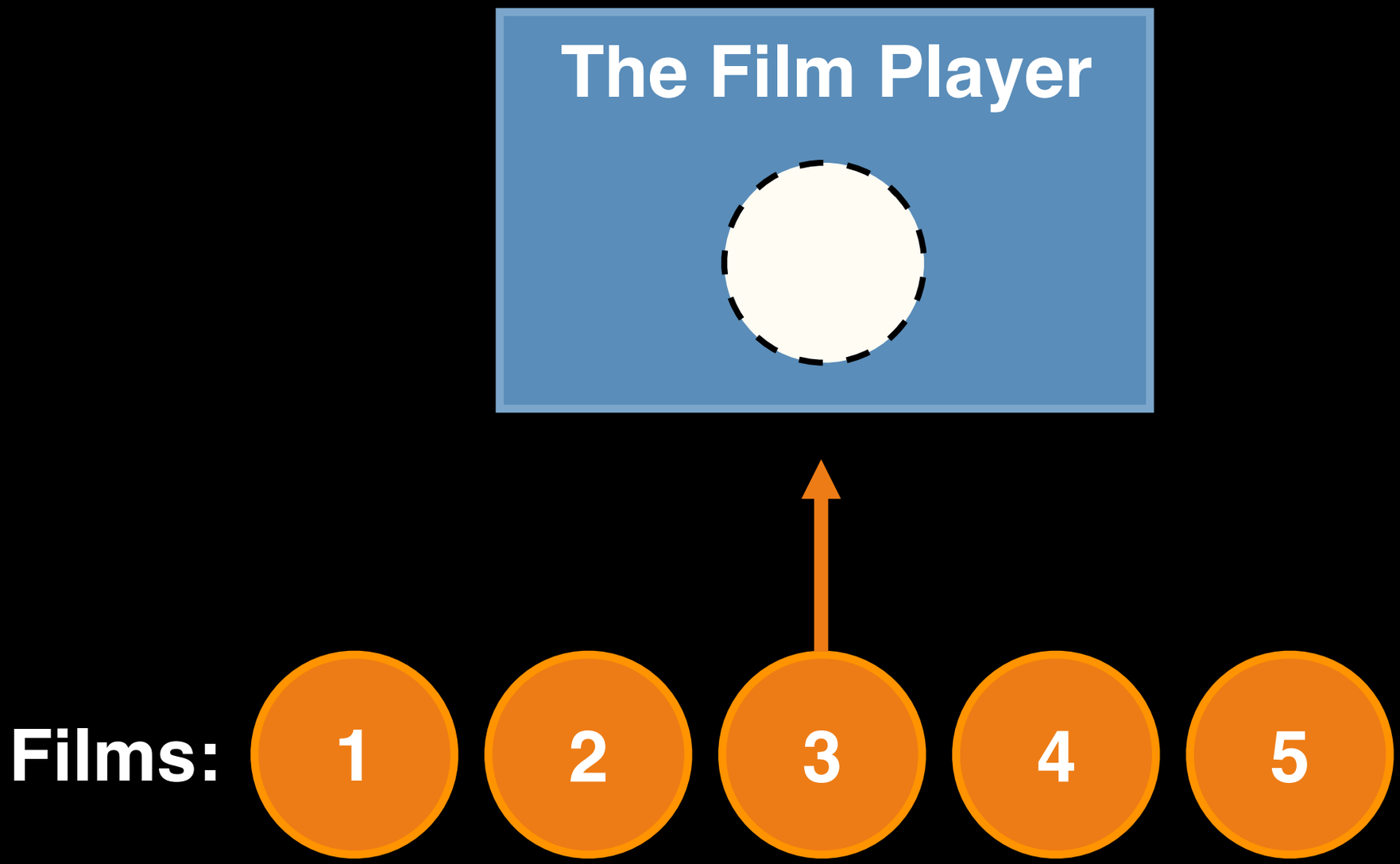
- Internet
  - Downloadable films
  - Streaming films (multi-platforms)
  - PDA
- Broadcast
  - Cable and satellite TV (direct TV)
  - In-flight movies
- Disc-based media
  - DVDs
  - Game console

Goals and Objectives

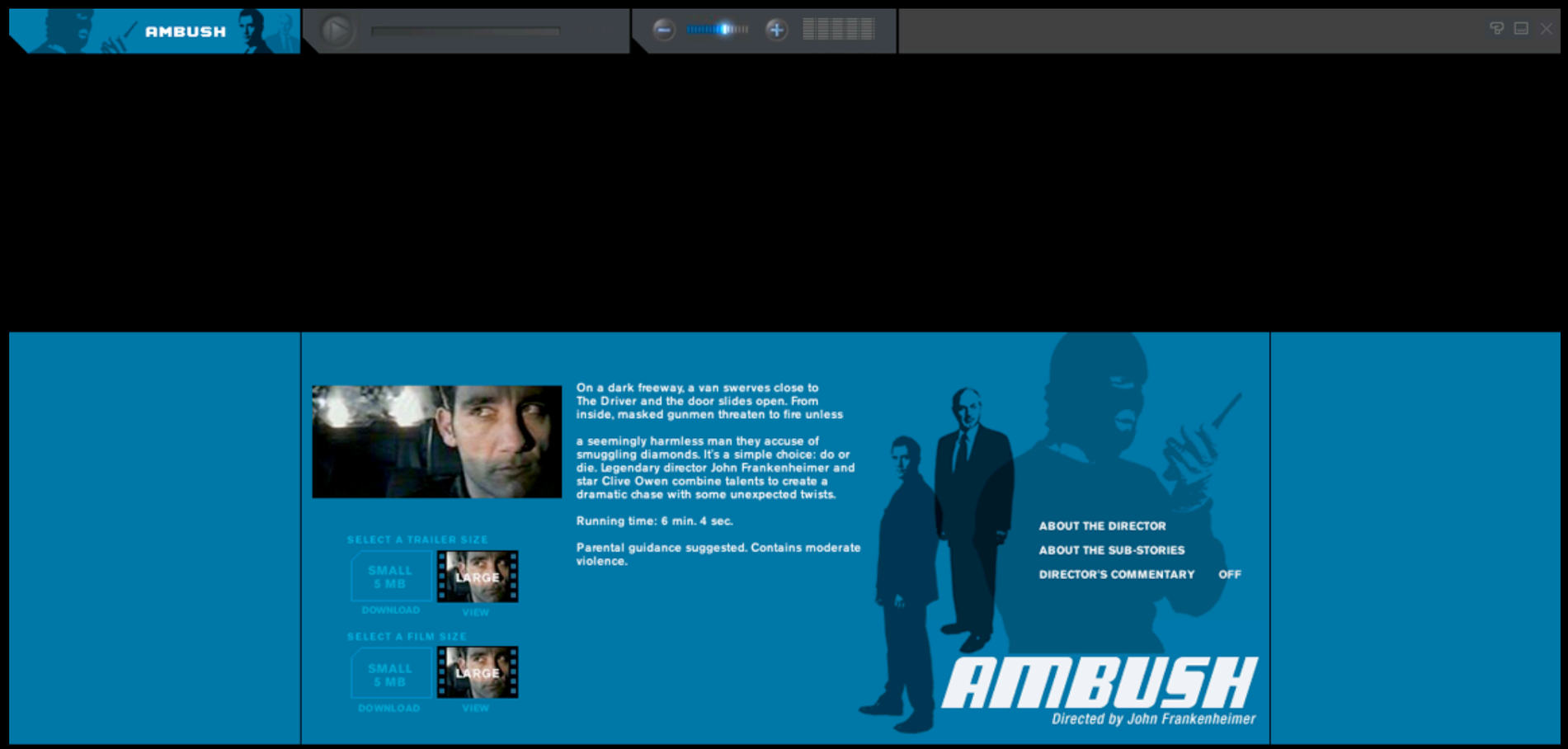
Goals and Objectives

- Brand goals and strategy
  - Excellent quality presentation of films
  - Create a compelling and engaging BMW-branded interface
  - Increase distribution
  - Unique delivery of unique content
  - Reliable and stable technology
- Must perform like a BMW (brand extension)
  - Easy to use (BUT POWERFUL) interface
  - DVD-like controls
  - Special features

Season 1 Delivery



Season 1 Delivery



Learning from Season 1

- Simplify the film player!
- Reduce physical size (MBs) of films without reducing quality
  - Compression in QT5 (MP3 + Sorenson 3) reduce size 30%+
  - Reduce screen size dimensions of films
    - (800x340) to (720x306) but is still large and impressive
    - We will continue allow “full-screen” playback as an option
- Viral distribution
  - Saves money by reducing server fees
  - Broader distribution

The Film Is the Player

The Film Is the Player

- Less complex development
  - Less development effort (read “money”)
  - One environment instead of two (binary file)
  - Less technical support
- Less complex interface
  - Less user support (web-master)
  - One download instead of two
- Better proxy/firewall/download support
  - Proxy issues are now a function of the users browser

Viral Distribution

- Increase distribution by encouraging viral distribution
- Smaller files = Faster to send
- Binary files = Same file for Macs and PCs
- Any viral distribution is free distribution
- Track viral film views

EFE Demo

EFE Features

- Large viewing area in cinema format (2.35 : 1)
- Full screen video option
- Director’s commentary
- Biographies and filmographies
- Sound control (Bass, Treble and Balance) 44.1 + stereo
- Z4 Gallery and unique “Motion VR” footage
- Close captioning
- Web links

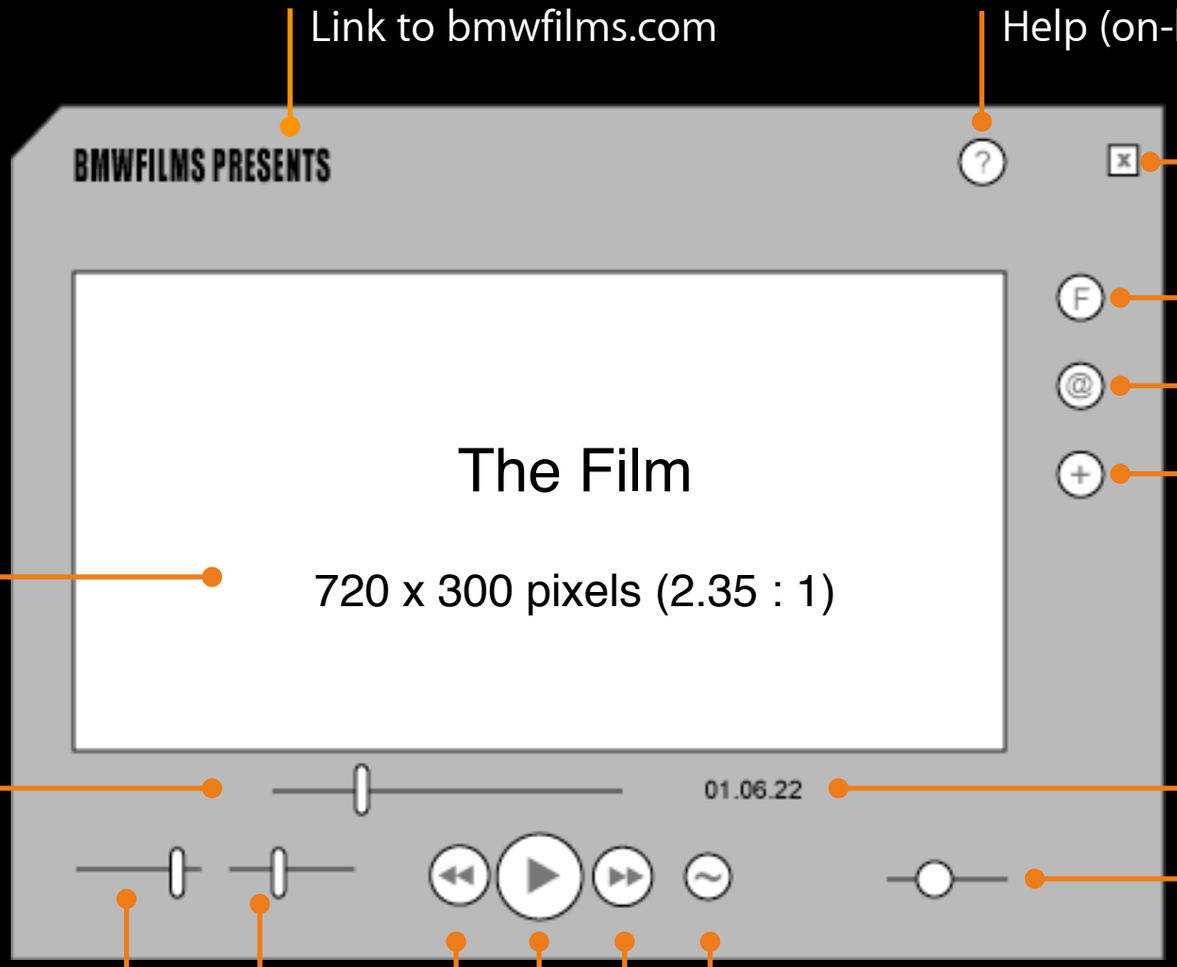
Executing the Idea

The Process

- Schematic
- Wire-frames
- Mood boards
- Fonts, colors, and graphic standards
- Create layouts (lots of layouts)
- User testing
- Final

The Wire-Frame

The Hire 2
Enhanced Film / Machines
Wireframe v 04
21 May 2002



Link to bmwfilms.com

Help (on-line)

Quit

Enhanced QuickTime Player with custom skin

Film Trailers (streamed)

Links to BMW

Extra content about cast and directors, Bios, Making of content

Mode:
View Films

Scrubber

Time

Machines section/
Film section toggle

Content Updates

Reporting Data

Volume

Audio

REW Play FF

Options

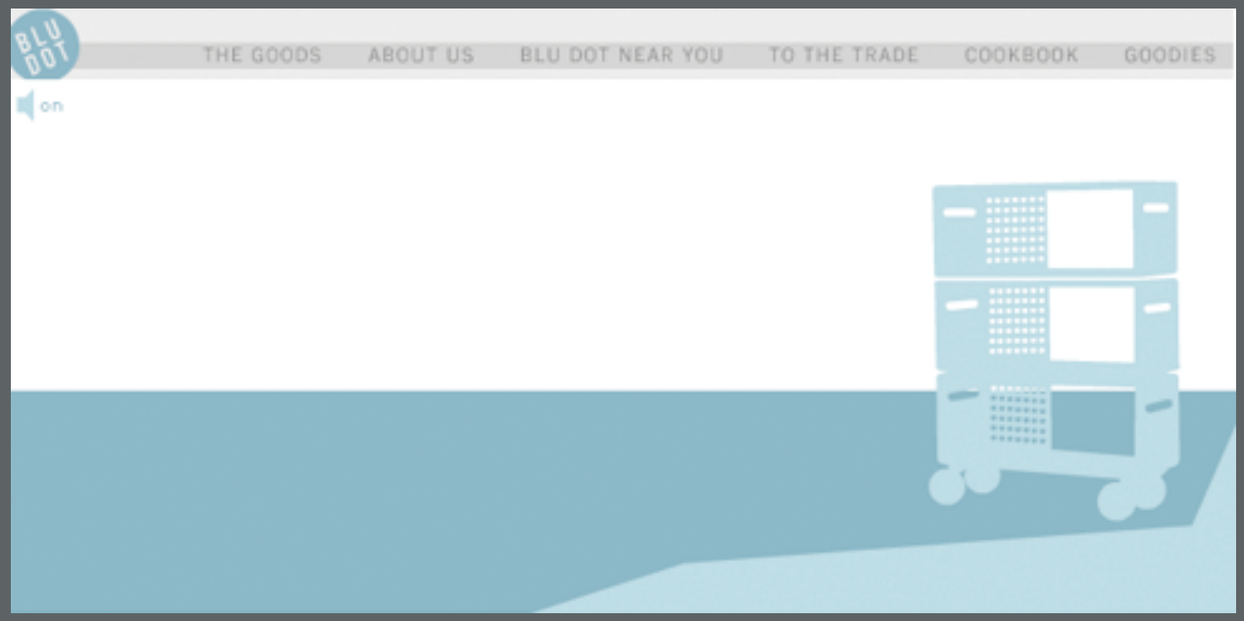
Stereo audio

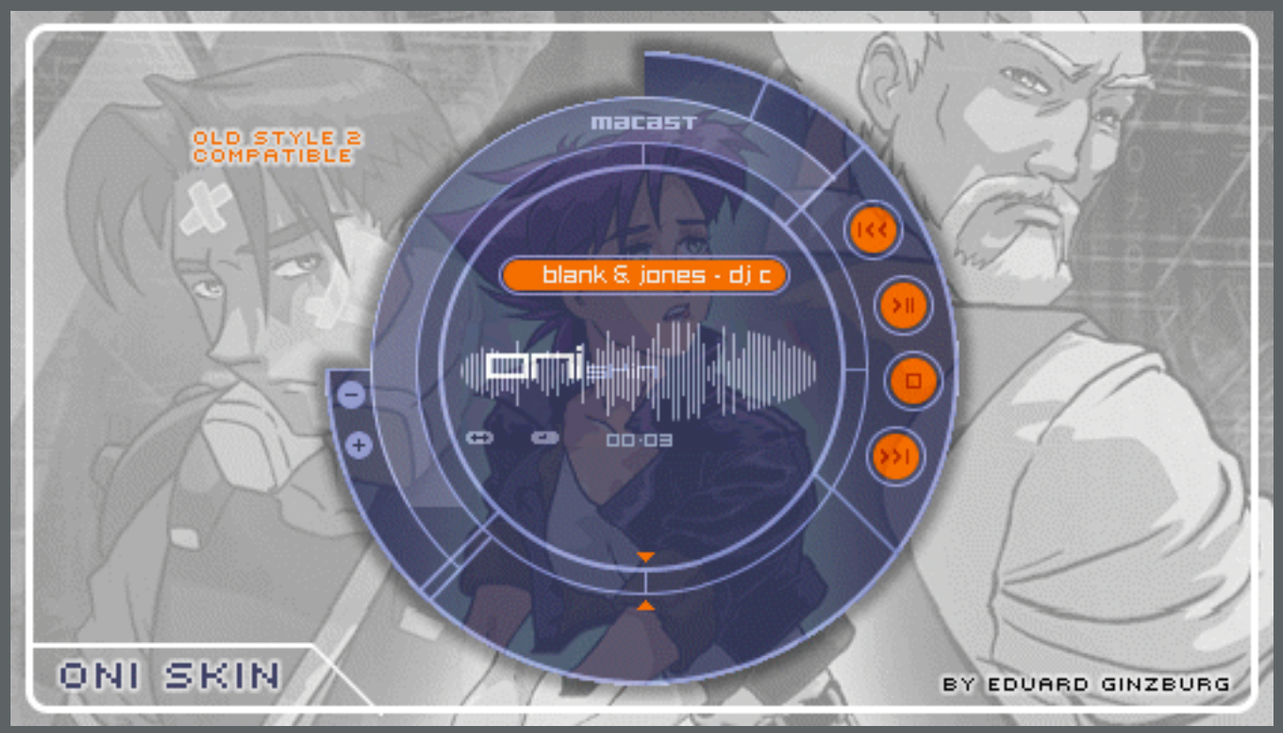
Bass/Treb/Balance

Director's Commentary
Subtitles/Close caption

Mood Boards

13.00:26
Fatboy Slim
1:13:26
Status: Playing
Mode: MP3 NET


BLU DOT
THE GOODS
ABOUT US
BLU DOT NEAR YOU
TO THE TRADE
COOKBOOK
GOODIES
on


OLD STYLE 2 COMPATIBLE
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BY EDUARD GINZBURG

Mood Boards

macast
hank You for
23:01
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PM
mixer repeat timer
one
BOCTOK

VOL
GIGI
URL HTTP://205.188.234.34:8024
URL HTTP://194.67.83.38:8010
URL HTTP://205.188.234.36:8034
00:57
macast
URL
FILE

786208
General - 2/21
Online
Gilby
SpArKLy_StAr
Offline
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-splat-
[FAT]-Tweedle
Angel
bobmalicious
Braden M
System Notice
ADD
FIND
SERVICES
MY ICQ

skip intro
Technics
1996
SL-1210MK2

AUDION
MENU
MP3
NET
CD

Layout and Interface

- Simplify, simplify
- ”Make everything as simple as possible, but not simpler”
  – Albert Einstein
- Hierarchy of information
- “Know what to leave out”
  – Steve Jobs
- Use conventions found in the interactive language
- Template appropriate for all films

The “Flame Surface” QT Skin

- Based on the shapes of the BMW Z4 (extend the brand)
- The “movie theater”
- Originally concepted in 3D
- Final version created in Photoshop with photos (no 3D)
- Created by Sheehan Photography

The BMW Z4

The BMW Z4

The BMW Z4

The EFE Interface

Music

Music and Audio Effects

- Don’t forget the music
- Music based on “The Hire” films
- Designed by element music in Santa Monica
- All audio effects (clicks) taken from the master track

Music

Motion VR

The Motion VR

- 50-second movie clip of the Z4
- A traditional VR but the VEHICLE IS IN MOTION
- Two VRs
  - Front angle daytime
  - Rear angle at night
- Three deliveries
  - Downloaded as a self contained QuickTime movie
  - Downloaded embedded in the EFE movie
  - DVD (using angles)

Motion VR Demo

The Z4 Motion VR

- Eight digital STILL cameras were used
- Cameras were mounted to a custom car rig
- Cameras were controlled via remote in a chase car
- Over 64,000 frames were shot
- Stills “stiched” into QuickTime movies
  - Apple QuickTime VR Studio
  - Retouched with Photoshop
- LiveStage QScript used to control layer switch

The Z4 Motion VR

The Z4 Motion VR

Interior VR

- The Z4 was photographed on a soundstage
  - Lighting is fixed as camera rotates
- Background photographed separate
- Interior VR and background pano are combined

Interior VR

Interior VR

Interior VR Demo

Working With LiveStage

- Flash layer
  - Graphics and animation
  - Controls user interaction
  - Passes user requests to QScript
- LiveStage QScript
  - Controls QuickTime level features
- New technology
  - Requires some experimentation
  - Multiple methods for the same result

Compression

- Compression is a craft
  - Good results come from experience
  - Experiment
- Source material matters
- “Hostage” was 92MB for 8:38 TRT
- Sorenson 3 VBR
- MP3 audio
- Cleaner 6

Success

Success

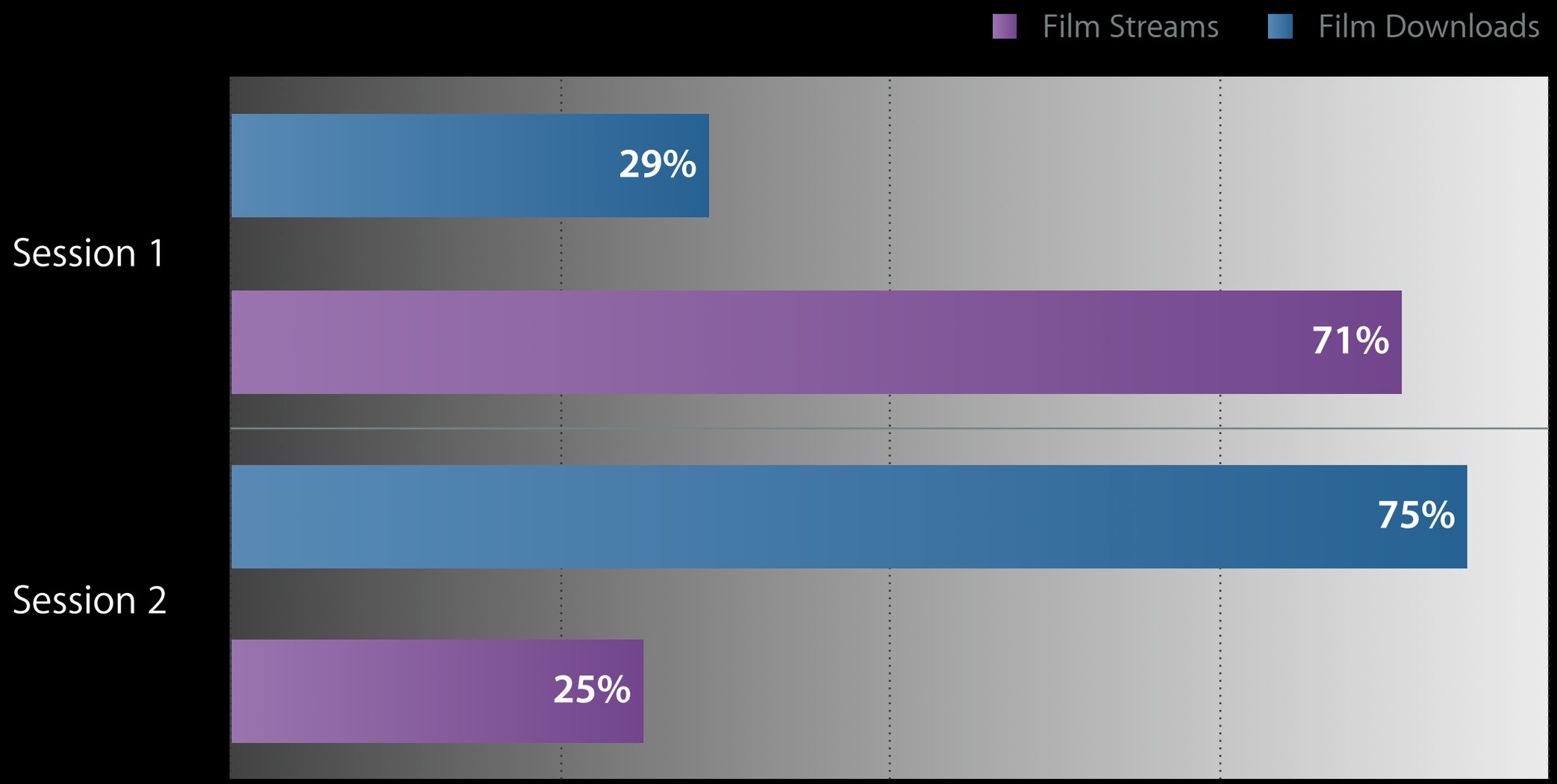
- 40 million views and counting
- Media
  - Stories on BMW Films have appeared in more than 2,300 media outlets
  - Estimated media value well over $22 million

Success

- % Download vs. Streaming

Success

- % Download vs. Streaming



Dynamic Player

A Living EFE

- Metrix collection
  - Non-serial data collection
  - Films views, length of time with EFE
- Other metrix
  - Type of host (platform, CPU, time of day, etc.)
- On-line help
  - Instant updates
- Streaming trailers

Partners Mentioned

Partner URLs

ici MEDIA
http://www.icimedia.com

Mark LaFavor Photography
http://www.lafavorpictures.com

Element Music and Sound Design
http://www.elementsound.com

Chris Sheehan
http://www.sheehanphoto.com

Wrap Up

Roadmap—Tuesday

	The Presidio	Pacific Heights	Haight/ Ashbury	SOMA
9:00	701 QuickTime State of the Union			
10:30			702 MPEG-4 Demystified	703 The Pro in QuickTime Pro
12:00				
2:00			704 Introduction to QuickTime Streaming	705 The Art of MPEG-4 Encoding
3:30			706 Designing a Distance Learning Solution With QuickTime	707 QuickTime Media Skins
5:00		708 QuickTime APIs Update	709 QuickTime on Campus— A Case Study	710 Preprocessing Principles

Roadmap—Wednesday

	Russian Hill	Pacific Heights	Haight/ Ashbury	SOMA
9:00	711 Audio and QuickTime		712 QuickTime for the Web	713 Introduction to QuickTime Interactivity
10:30			714 Large-Scale Webcasting: Macworld Keynote Case Study	715 QuickTime Interactivity Tools
12:00				
2:00	716 Advanced QuickTime Programming Techniques		717 3GP: Myth Versus Reality	718 AppleScript and QuickTime
3:30			719 Administering QuickTime Streaming Server	720 Content Creation for Mobile Phones: Top 10 Success Factors
5:00			721 WiFi and 3G: Let the Games Begin	722 Advanced QuickTime Interactivity

Roadmap—Thursday

	The Mission		Haight/ Ashbury	SOMA
9:00	727 QuickTime Streaming Server Programming		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30			725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00				
2:00			728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30			FF011 QuickTime Feedback Forum	
5:00				

Roadmap—Friday

	Pacific Heights	The Marina
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00		731 Internet Application Development: The New Frontier
3:30		
5:00		

Who to Contact

Guillermo Ortiz
QuickTime Technology Manager
quicktimeman@apple.com

http://developer.apple.com/wwdc2003/urls.html

For More Information

For More Information

Documentation

General Information
http://www.apple.com/quicktime

Developer Information
http://developer.apple.com/documentation

QuickTime Information
http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

Rhonda Stratton
Sr. Product Line Manager, QuickTime
stratton@apple.com

http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference